

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Elections - Biennial elections to the Legislative Council of Andhra Pradesh from Graduates' and Teacher's Constituencies & Local Authorities Constituencies – Measures to check "Paid News" during elections i.e., advertising in the garb of news in the Media and related matters – Constitution of State Level Media Certification and Monitoring Committee (MCMC) – Orders – Issued.

GENERAL ADMINISTRATION (ELECTIONS.A) DEPARTMENT

G.O. Rt. No.310

Dated:10.02.2023

Read the following:

1. From the Election Commission of India, New Delhi order No. 491/Paid News/2012/Media, dated. 27.08.2012.
2. From the ECI, New Delhi Letter No. 491/Paid News/2019/Communication, dated. 25.2.2019
3. From the ECI Letter No. 491/MCMC/2021/Communication, dated. 19.3.2021. (Reconstitution of state level MCMC)
4. T/o Memo No. 175/Elecs.A/A1/2021-1, dt. 10.02.2023 addressed to Collectors & District Election Officers.

ORDER:

In the references 1st to 3rd read above, the Election Commission of India have communicated the guidelines on the measures to check "Paid News" during elections i.e., advertisements in the garb of news in Media and related matters and directed to constitute the district level Media Certification and Monitoring Committee (MCMC) in each district and also State Level Media Certification and Monitoring Committee (MCMC) during election period to take up the additional task of keeping a check on the cases of Paid News.

2. The District Election Officers in the address entry have been requested to constitute the District Level Media Certification and Monitoring Committees (MCMC) in their District to check "Paid News" and to take up the task of keeping a check on the cases of Paid News for the forthcoming Biennial elections to the Legislative Council of Andhra Pradesh from Graduates' and Teacher's Constituencies & Local Authorities Constituencies vide reference 4th cited.

3. The District Level Media Certification and Monitoring Committees (MCMC) constituted in the districts, during the period of elections will scrutinize all newspapers (Print Media) and TV channels (Electronic Media) in the district in order to identify the political advertisements in the garb of news coverage. At the same time, they will certify the advertisements of electronic media in respect of the said district. If the decision of the District MCMC is not acceptable to the candidate, he/she may appeal to the State Level MCMC within 48 hours of receipt of the decision, with information to the District Level MCMC. The State Level MCMC will examine all cases of Paid News on appeal and it may take up suo moto cases, in which it directs the concerned Returning Officer to issue notice to the candidate. The candidate may appeal against the decision of State Level MCMC to the Election Commission of India, New Delhi within 48 hours of receiving of order from the State Level MCMC. The decision of the Commission is final.

4. As per the instructions of the Commission issued under references 1st & 2nd read above and reconstitution of the State Level Media Certification and Monitoring Committee (MCMC) at reference 3rd read above, the State level MCMC shall comprise of the following officers:

(P.T.O)

- a. The Chief Electoral Officer - Chairman
- b. ADG/Director level officer from PIB/BOC present in the state - Nodal officer for MCMC to be nominated by DG (Zone), I & B Ministry, Govt. of India
- c. Any Observer appointed by the Election Commission of India
- d. One expert to be co-opted by the Committee.
- e. Officer of Indian Information Service (IIS), (at the level of US/ DS) posted in the State/ UT, representing a media Department of Government of India as separate from the expert at (c) above.
- f. Independent citizen or journalist as nominated by PCI (if any)
- g. Addl /Jt CEO in charge of Media (Member Secretary)
- h. An intermediary expert/ social media expert (to be chosen by the CEO subject to the eligibility criteria)

5. Accordingly, in pursuance of the above instructions of the Commission, the State Level Media Certification and Monitoring Committee (MCMC) is hereby constituted to check "Paid News" in Media and related matters and to decide the appeal cases from District Level Committees on Certification of advertisement as per the Commission's Order dated 27.08.2012 & 19.3.2021 or cases that the committee may take up suo moto, in which case, to direct the concerned Returning Officers to issue notices to the candidates in connection with the conduct of the forthcoming Biennial elections to the Legislative Council of Andhra Pradesh from Graduates' and Teacher's Constituencies & Local Authorities Constituencies with the following Officers as members of the State Level MCMC constituted for the said purpose.

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| a. Sri M.K. Meena, I.A.S., Chief Electoral Officer | ... | Chairman |
| b. Sri T. Henry Raj, I.I.S, M&C Officer, PIB & ROB
MoIB, GOI, Vijayawada. | ... | Nodal Officer |
| c. General Observer for Graduates', Teachers' &
Local Authority Constituencies elections to APLC. | | Member |
| d. Smt. L. Swarna Latha , Addl. Director, I&PR Dept.,
Vijayawada | | Member |
| e. Sri P. Ratnakar, Deputy Director, DDK, Vijayawada | | Member |
| f. Independent citizen or journalist as nominated by PCI (if any) | | |
| g. Sri. A. Venkateswara Rao, Adl. Chief Electoral Officer
in charge of Media | | Member Secretary |
| h. Sri CV Krishna Reddy, Regional Information Engineer
I& PR Dept | ... | Member |

6. The Committee constituted above shall remain in force till further orders.

7. The above orders are available on Website www.ceoandhra.nic.in

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

MUKESH KUMAR MEENA
CHIEF ELECTORAL OFFICER &
E.O.PRL.SECRETARY TO GOVERNMENT

To
The Members of the Committee concerned.

(Contd...)

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The Collector & District Election Officers, Srikakulam, Vizianagaram, Visakhapatnam, Parvathipuram Manyam, Anakapalli, Alluri Sitaramaraju , Eluru, East Godavri, Kakinada, Dr. BR Ambetkar Konaseema, West Godavari, Prakasam, Bapatla, SPS Nellore, Annamayya , Chittoor, Tirupati Ananthapur, Sri Satyasai, Kurnool, Nandyal and YSR Kadapa districts of Andhra Pradesh State.

All the Political Parties in the State. (State & National)

All the Television Channels / Cable Network / Private F.M. Radios.
(though the Commissioner, I & PR, AP, Vijayawada.)

Copy to:

The Commissioner I&PR, 2nd floor, NTR Administrative Block, Pandit Nehru Bus Stand, Vijayawada.

The Deputy Director, Doordarshan Kendra, TTD Kalyana Mandapam Rd, Buckinghampeta, Vijayawada, Andhra Pradesh 520002

The Admn. Officer, Press Information Bureau, GOI, New Delhi.

Room No. 203, 2nd floor, CGO Towers, Kavadiiguda, Hyderabad-500 080

The Director (IIS), Ministry of Information & Broadcasting, Room No. 747, 'A' wing, Sasthri Bhavan, New Delhi -110001

All Officers and all Sections in the office of CEO.

Sri Suman Kumar Das, Secretary, ECI, Nirvachan Sadan, Ashok Road, New Delhi.

The Project Manager, SLA O/o. CEO.

SC / SF.

// FORWARDED :: BY ORDER //

Nagamaril
SECTION OFFICER

Chir
10/2/23